ASOS JOURNAL
The Journal of Academic Social Science

Akademik Sosyal Araştırmalar Dergisi, Yıl: 2, Sayı: 1, Mart 2014, s. 321-333

Bilge ÖZTÜRK[1]

Ece ŞIKLAR[2]

TÜRKÇE BİR TURİZM BROŞÜR ÇÖZÜMLEMESİ ÖRNEĞİ: KEMER

Özet

Bu çalışmanın amacı, tür çözümlemesi çerçevesinde Türkçe bir turizm broşürünün söylem örüntülerini ve özelliklerini incelemektir. Bu amaç doğrultusunda, Bhatia'nın (2004) ileri sürdüğü hamle-yapısal model kullanılmıştır. Çalışmada kullanılan veri tabanı, Türkiyenin turistik bölgelerinden biri olan ve Akdeniz Bölgesinde yer alan Kemer'i tanıtan tek bir turizm broşüründen oluşmaktadır. Bu broşür, Türk Seyahat Acentaları Birliği TÜRSAB tarafından bastırılmıştır. Çalışmanın veri tabanı, Swales'in tür çözümlemesine dayanan Bhatia'nın (2004) hamle-yapısal modeli çerçevesinde çözümlenmiştir. Çalışmada, veri tabanı olarak Türkçe turizm broşürü seçilmesindeki amaç, onun iletişimsel amacını ortaya koymak, sözlük-dilbilgisel özellikler ve görsel imgeler kullanılarak reklamı yapılan yeri görmek için müşteriyi yönlendirmektir. Dolayısıyla bu çalışma veri tabanını oluşturan turizm broşürünün iletişimsel amacını nasıl gerçekleştirdiği ve buy olla broşürün ikna edici gücünü nasıl en üst seviyeye taşıdığı incelenmiştir.

Anahtar kelimeler: Hamle-yapısal model, tür çözümlemesi, ikna edici iletişimsel amaç

ANALYSIS OF A TURKISH TOURISM BROCHURE: KEMER

Abstract

This study uses the genre analysis methodology to investigate the discourse patterns and features of a Turkish tourism brochure and apply the genre analysis to it within the framework of Bhatia's (2004) move-structural model. The data used for this study consisted of one Turkish tourism brochure advertising a well-known touristic place Kemer in Mediterranean region, which was issued by

[1] Yrd. Doç. Dr., Kocaeli Üniv., Fen Edebiyat Fakültesi Batı Dilleri ve Edebiyatları Bölümü, bilgeturkkan@gmail.com
[2] Binbaşı, ecesiklar@hotmail.com

Association of Turkish Travel Agencies (TURSAB). The data was analyzed by the application of Bhatia's (2004) move-structural model which is based on Swales' (1990) genre analysis. The criterion for selecting the Turkish tourism brochure was to reveal its communicative purpose; to persuade the customers into buying the service advertised by means of applying lexico-grammatical features and visual images. The study analyzed how the brochure realizes its communicative goals and maximizes the persuasive power of the brochure.

Key words: Move-structural model, genre analysis, persuasive communicative goals

1. INTRODUCTION

Tourism has become the largest industry in the world (Dann, 2001). If tourism is an industry, it has to be advertised and sold. For Dann, without discourse of publicity, there would be very little tourism at all (2001, 2). One of the effective advertisement items is a brochure. Despite the rapid emergence of travel information technology the brochure remains a popular and frequently used information source for tourist (Andereck, 2005). Tourism brochures are produced to induce travelers to choose one destination rather than others, or to choose one travel provide rather than others (Edelheim, 2007). There are two types of brochure.

The first type of brochure is produced by organizations such as government tourist offices, tourist association, visitor and convention bureaus and they are used to encourage tourism of a city or a country. The second type of brochure is produced by individual suppliers. The intention of them is to persuade people to visit their specific products such as hotels or restaurant. The brochures of the first type include general information about the place they advertise. Their main purposes are to inform visitors and call them to their city or country. The second type of brochures aims to persuade visitors to visit or buy a supplier's product.

The brochure that is analyzed in this paper is taken from Tursap.org which is prepared by the first type of organization so the writer is not calling people to specific restaurant or hotel. This brochure aims to attract people and influence them to come and see Kemer and its immediate surroundings.

Tourism brochures are important not only to sell the product but also to see the effects of the language. "Via static and moving pictures written texts and audio-visual offerings, the language of tourism attempts to persuade, lure, woo, and seduce them and change them from potential into actual clients" (Dann 2001, 2).

2. REVIEW OF LITERATURE

The notion of genre is used by language studies to understand the language discourse better. "Genres are collections of communicative events with shared communicative purposes which can vary in their prototypically."(Wolters and Kirsten, 1999). "One of the main objectives of genre analysis, therefore, is to understand and to account for the realities of the world of text". (Bhatia, 2002). "Genre analysis investigates discourse patterns and lexico-grammatical features in the context of communicative events characterized by the communicative purposes" (Ruiying and Allison cited Lien and Lang, 2008). Discourse pattern is a move. "According to Bhatia, communicative purpose is realized through cognitive structuring which is composed of moves, their sequencing and the strategies which realize them. … Just as each genre has a communicative purpose, each move serves a communicative goal."

(Zhan, 2012). Therefore the aim of the writer is to create strategies with moves to call the attention of the customers to buy something. In this study we will follow his move structure model and analyze how the writer affects customers with tourism brochure of Kemer. This study will show us the importance of language and its relationship between society and culture.

3. DATA ANALYSIS AND DISCUSSION

The aim of the study is to see how communicative purposes are achieved through tourist brochures. The approach chosen for this present study was that Bhatia's (2004) move – structural framework in advertisements. First the use of move structures in Kemer Brochure is analyzed and then the use of linguistic features and pictures are analyzed. According to Bhatia's move structure some elements are studied. These are;

a. Headline
b. Tour features
c. Highlights
d. Basic information
e. Introduction

After these elements the linguistic features are analyzed. These linguistic features are;

a. Self references
b. Verbs
c. Modal verbs
d. Adjectives
e. Tenses that are used

Lastly pictures in the brochure are analyzed.

Headline

The aim of the headline is to attract people to the place that is advertised. At first people pick up the brochures through headlines and then go further and look inside the brochure so headlines are very important to attract the attention. The headline is written with the big font and generally the headline consists of noun or noun phrase. The headline helps us to find the best place to go. In this tourism brochure, the headline consists only one name "Kemer" and nothing more. If a person is not familiar with the city Kemer he needs time to spend and search the brochure to find out what kind of attractions that the place offers. After analyzing the brochure the reader also finds out that Kemer is not only place that is introduced. There are other places like Kaş and Kalkan which are close to Kemer and they are also popular with its tourism features. It would be better if the writer had put names of the other places in the headline. With one name headline, the writer gives incomplete information. The headline should be Kemer, Kaş and Kalkan.

Highlights

The writer uses two types of highlights. First Kemer is introduced then the writer tells other places that are close to Kemer. Each place is described in one paragraph. The writer gives detailed information about the places. The writer tells the location of the places, and then gives the features of the place and sometimes he tells the history of the places.

Example: **XANTHOS**

Pers istilasında kent istilasında kentlerini kahramanca savunan Xanthos'lular, istilayı önleyemeyeceklerini anlayınca once tüm kadın ve çocukları öldürmüşler, sonar da kenti ateşe vererek topluca intihar etmişler.

The writer also tells his advices about what to do in these places. This attitude is effective to attract the visitor and influence them to visit that region.

Example: **GOYNUK KANYONU**

Goynuk merkezine 15 kilometre mesafede olan kanyona ulaşmak için çeşitli jeep safari turları düzenleniyor. Bu seferlere katılabilecğiniz gibi sabahın erken saatlerinde, rehberler eşliğinde çam ormanlarının içerisine düzenlenen trekking turlarını da tercih edebilirsiniz.

When the reader continues to read, he or she comes across to second type of highlight. This time the writer aims to be more effective with the title, "Don't Go Home Before Seeing These Places". He lists the places and gives brief information with one paragraph for each place.

Example: **LİMANAĞZI PLAJI**

Kaş'ta denize girilebilecek en güzel yerlerden biri Limanağzı plajı. Denize girilebilecek plajları az olan Kaş'ta tertemiz denizi ile Mavi Bayrak ödülü alan Limanağzı yüzmek için ideal.

Since the writer aims to attract people he generally uses impressive adjectives. With the impressive adjective you can easily visualize the place and feel that you are there.

Example: **OLYMPOS**

Portakal ağaçlarının kokusu eşliğinde vardığınız Olympos'ta bungolov tipi ağaç evlerde kalabiliyorsunuz.

Basic Information

The purpose of the basic information is to inform readers of information that they need to pay attention to. Since the language of brochure is written in Turkish, the target customers are expected to be Turkish. For this reason the writer did not need to mention about the language spoken in that area or currency or time zone. But after description of first and third place the writer gives information about what to eat, where to eat, and where to shop and what to buy. In order to serve different tastes of readers he gives all food alternatives for everybody. The writer tells food for veggies, fish lover, home- made food lovers, fast food lovers, and authentic food lovers. The writer does not tell prices directly but in order to attract readers' purchasing desires he stresses that the prices are very reasonable. When it comes to shopping the writer uses positive words such as "canlı", "modern" and "gelişmiş" to appraise the shopping in that place. The writer also gives shopping features like when the shops are open.

Example: **Kemer**

Geç saatlere kadar açık olan mağazalarda belli başlı markaların ürünlerine rastlayabileceğiniz gibi …

In this brochure some basic information such as important telephone numbers and names of hospitals, official buildings are missing.

Introduction

There is an introduction in the beginning of the text. It is a good way to influence the readers' to read further. The first thing that reader encounters is the introduction. For this reason he briefly tells what the reader is going to find in that place. The writer is careful in choosing the words because it is the part that reader will continue to read or quit. With this knowledge the writer in our brochure, uses positive adjective to appraise and inform the place. The writer also uses tricky sentence like "The place hosts hundreds of tourist". The reader says: If everybody visited and liked there I should see there too.

The Use of linguistic Features

In this section the use of self references, adjectives, verbs, and tenses are shown in the table.

The Use of Self- references

The use of self- references shows the relationship between the organizer and the visitor. There are three types of self references. 1. Impersonal self- references (it, its, itself, his, her and hers) 2. Personal-references (we, our, us and ourselves) 3. Interactive self-references (you, your, and yours)

Table 1. Frequency of different Types of Self –References

Self- references	**Number**
Personal- references	-
Impersonal- references	1
Interactive- references	1
Total	2

Impersonal self reference : *St Nicholas halka <u>kendini</u> sevdirmiş, inancı uğruna çok acılar çekmiş.*

Interactive self references: *Bezirganda muhteşem bir manzara <u>sizi</u> bekliyor.*

As it can be seen on the table the writer did not use any personal-references and used only one impersonal –reference and one interactive-reference because this is not a individual suppliers' brochure; as a result, the writer does not want to create close relation with the customer and persuade him or her to buy something. He is writing on behalf of official tourism bureau and inviting them to general places in that area. The writer does not need to be close to customers.

The Use of Verbs

The use of verbs shows the writer's feeling about the place. The writer generally chooses positive verbs because he aims to attract people. In this brochure there is only one

negative verb. The writer uses verb “koruyamamış” in describing Patara’s one authentic feature. When using the negative verb the writer reflects his or her sadness.

Example: PATARA

Liklay’nın altı şehrinden biri olan Patarao dönemlerde bir liman kenti olmasına rağmen günümüzde bu özelliğini ***koruyamamış.***

Table 2. Frequency of Verbs

Verbs	**Numbers**
Adlaştırma	17
Ev sahipliği yapmak	2
Sunmak	2
Sunmak	2
Gösteriyor	1
Uyandırıyor	1
Bulunuyor	5
İlgi çekmek	1
Oluşmak	1
Saptanmak	1
Vermek	1
Düzenlemek	1
Tercih etmek	1
Kalabilmek	1
Yapmak	1
Ulaşmak	2
Kurulmak	2
Tüketmek	1
Ağırlık vermek	1
Yansıtmak	1
Yüzmek	1
Yer almak	1

Uzanmak	1
Görebilmek	2
Uzanmak	3
Görebilmek	2
Yer almak	1
Onarım görmek	1
Bilinmek	1
Devam etmek	1
Ortaya koymak	1
Yaşamak	1
Öldürmek	1
Intihar etmek	1
Yıkılmak	1
Çıkmak	1
Yer almak	1
Anılmak	1
Önem taşımak	1
Başında gelmek	1
Anlaşılmak	1
Yer almak	1
Korumak	1
Tahmin etmek	1
Sevdirmek	1
Acılar çekmek	1
Ilgisini çekmek	1
Gelenek haline gelmek	1
Yer almak	1
Kiralamak	1

Ulaşabilmek	2
Beklemek	1
Düzenlemek	1
Rastlamak	1
Dikkat çekmek	1
Sunulmak	1

As it can be seen the most used thing is nominalization. This is because nominalization gives priority to actions rather than people. We do not know who is responsible to action or the person is relevant. The nominalization emphasizes the products. For this reason the writer used many nominalizations in the brochure.

Table3. Distribution of the Use of Verb Tenses

Verb Tense	**Number**
Present simple	29
Present progress	43
Past	16
Total	88

When tenses of verbs are analyzed we find three tenses. Past tense is used in describing the background of the attraction. In most of the places the history of the area is given and this feature creates tale atmosphere and attracts the readers. Present progressive is used more than present simple tense because the writer wants emphasize "now". The writer wants us to feel the atmosphere with impression of now. The present simple tense is used to express the facts. The future tense is not used because the future tense gives an idea that everything is unreal and uncertain. It may or it may not happen in the future, on the other hand present simple and progressive tense gives the feeling of real.

Example: **KAYA SIĞINAKLARI**

Beldibi'ndeki kaya sığınakları hem tarih, hemde doğa meraklılarının ilgisini çekiyor

XANTHOS

Pers istilasında kentlerini kahramanca savunan Xanthos'lular, istilayı önleyemeyeceklerini anlayınca once tüm kadın ve çocuklarını öldürmüşler, sonrada kenti ateşe vererek topluca intihar etmişler.

The Use of Modal Verbs

Two types of modals are used in this brochure. One of them is "-ebilmek". This is used to inform the readers and tell the possibilities or benefits of the product.

Example: **MODERN ALIŞVERİŞ**

... belli başlı markaların ürünlerine rastlayabileceğiniz gibi halıcı, deri, takı, gibi geleneksel hediyelikler de bulabilirsiniz.

Example: **OLYMPOS**

Olympos'ta bungolov tipi ağaç evlerde kalabiliyorsunuz.

Only in one place the writer uses obligation "zorundasınız". This modal also is given to inform but not to force the reader.

Example: **GÖYNÜK KANYONU**

Muhteşem bir manzara eşliğinde yaklaşık 1 saat yürüyerk kanyona vardığımızda, daha ileriye ulaşabilmek için suya girmek zorundasınız.

Table 4. Frequency of Modal Verbs

Number of Can		**Must**	**Number**
Kiralayabilmek	1	zorundasınız	1
Ulaşabilmek	2		
Görülebilmek	1		
Verilebilmek	1		
Koruyamamak	1		
Bulabilmek	2		
Rastlayabilmek	1		
Yiyebilmek	1		
Barındırabilmek	1		
Tercih edebilmek	1		
Kalabilmek	1		
Ulaşabilmek	1		
Keşfedebilmek	1		
Total	15		

The Use of Adjectives

The adjectives used in advertisements have great impact on purchasing the product. Especially positive adjectives help to create a desire to buy a product or a visit a place. This tourism brochure aims the same thing; it invites people to designated area by using adjectives. As can be seen in Table 5 positive adjectives occur most among the neutral and negative adjectives. The only negative adjectives used in brochure is "nesli tükenmekte olan" and "az".

Example: **LİMANAĞZI**

... Denize girilebilecek plajları az olan Kaş'ta tertemiz denizi ile...

Table 5. Frequency of Adjectives

Number *of Adjectives* **(Positive)**		***Adjectives*** ***(Neutral)***	**Number**	***Adjectives*** **(Negative)**
Gözde	1	Bir çok	2	Az
Berrak	1	İrili ufaklı	1	Nesli tükenmekte olan
Doğal	1	Belli başlı	1	
Parlak	1	Altın renkli	1	
Uzun	1	Tarihi	2	
Isıtan	1	Eski	2	
Benzersiz	1	Erken	1	
Dev	1	Geç	1	
Şirin	1	Asıl	1	
Önemli	4	Gizli	1	
Iyi	1	Büyük	1	
Ilginç	2			
Dikkat çekici	1			
Meşhur	1			
Bolca	1			
Çok	1			
Uygun	1			
Canlı	1			
Güzel	2			
Modern	1			
Farklı	1			
Gelişmiş	1			
Sıcak	1			
Ideal	2			

Tertemiz	1		
Çekici	2		
Büyülü	1		
Dayanılmaz	1		
Masmavi	1		
Altın sarısı	1		
Doğal	4		
Sapsarı	1		
Incecik	1		
Tek	1		
Favori	1		
Renk renk	1		
Desen desen	1		
Muhteşem	1		
Büyüleyici	1		
Total	**49**	**14**	**2**

As it can be seen in the table the most used adjective is “doğal” and “önemli” since the place is popular with its natural beauty the writer wants to emphasize the feature of the place. The writer also uses superlative forms of adjectives to achieve the idea that the place is worth to visit. Superlatives emphasize the significance of the place.

Examples: **KEMER**

Antalya’nın en gözde tatil beldelerinden biri olan Kemer gerek tarihi, gerekse doğal güzellikleriyle oldukça rağbet görüyor.

OLYMPOS

En ilginç yapı ise,Akçay Deresi’nin 150 metre kadar batısında yer alan tapınağa ait kapı.

MAVİ MAĞARA

En çekici özelliği ise, su altından yansıyan güneş ışığında buluşan yeşil ile mavinin dayanılmaz çekiciliği

The Use of Pictures

The language is the most important feature in persuading people however pictures sometimes can intensifies the language. The visitor will read and then see the pictures, this method helps him or her to decide to visit place or not. In this brochure, mostly natural sights are presented and appraised then historical sighs are described to attract the readers. As a result natural pictures are used more than the other pictures. There are not any pictures of building, but this very usual characteristic of brochure which advertises a place with natural beauty.

Table 6: Number of Pictures

Places	Number
Building	___
Nature	10
Human	6
Historical Sight	9
Culture	4
Total	29

4. CONCLUSION

The tourism brochure about Kemer has been analyzed according to Bhatia’s Move-Structure Model. The aim was to see the effects of language on persuading people. The result of this study shows that the moves of Bhatia and linguistic features such as the usage of self-references, verbs, models, tenses, and adjectives and lastly pictures that writer uses aim to persuasive communicative purposes. The results are; the brochure headline consists one place name but then the reader finds out that there are two more places introduced in the brochure. This feature creates ambiguity for readers. In basic information part there is some missing information such as important telephone numbers. In analyzing the linguistic feature the writer mainly uses present tense to create a real atmosphere for the readers. The writer only uses past tense to tell stories about the place and present tense to tell about the facts. The writer also uses a lot of positive adjectives and only two negative adjectives. Modal verbs are also used to inform the readers. All these linguistic features used by the writer aim to create persuasive communication. Lastly all pictures chosen by the writer are related to theme of the brochure so they also serve the aim of the writer.

REFERENCES

ANDERECK, Kathleen L., (2005), “Evaluation of a Tourist Brochure”, Journal of Travel & Tourism Marketing, Vol. 18(2).

BHATIA, Vijay.K, (2004), Worlds of written Discourse, New York: Continuum.

DANN, Graham, 2001. *The Language of Tourism: a Sociolinguistic Perspective*. 2nd ed. Wallingford, UK: CAB International cop.

EDELHEIM, Johan, (2007), “Hidden messages: a polysemic reading of tourist brochures”, Journal of Vocation Marketing, vol.13/ I, s.-5-17.

MONGKLHOLJUCK, Chinanard, (2008), A Genre Analysis of Tourist Attraction Leaflet Produced and Distributed in Thailand 2004, Kasetsart University,Thailand .

WOLTERS, Maria; KIRSTEN, Mathias, (1999), “Exploring the Use of Linguistic Features in Domain and Genre Classification”, Association for Computational Linguistics, s. 142-149.

Öztürk, Bilge; BAKIRLI CAN, Özge, (2010), “Türkçe Turizm Broşürlerinde Tür Çözümlemesi Disiplinlerarası Çalışma*”,* Disiplinlerarası Turizm Araştırmaları Kongresi , Mayıs 2010, Nevşehir.

Yu-Lun Lien; Hui-Ling Lang, (2011), “A Corpus-based Genre Analysis of English Tourism Brochures”, (Ed. Huang, M, Li, T.), English Education and English for Specific Purposes, s. 119-137, Crane Publishing Co.Ltd.

ZHAN, Lili, (2012), “ Understanding the Genre in Use”, Concentric: Studies in Linguistics 38/2 (November 2012), s. 211-235.